

Vitamins in Hungary

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Immunity focus and preventive health trends support vitamin sales in 2025

Béres Gyógyszergyár maintains its lead in vitamins, but faces growing competition

Retail e-commerce gains momentum in vitamins as health and personal care stores retain the lead

PROSPECTS AND OPPORTUNITIES

Steady value growth is expected to be driven by education, innovation and rising prices

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